GR:D

BIKE SHARE

May 1 - May 31 2020
Tempe Report

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	677	N/A
Trips		
Total Trips	2,821	1,598
Trips Per Day (average)	91	52
Utilization Rate (trips per bike per day)	0.14	0.17
Active Members		
Total Membership	38,993	N/A
Monthly/Yearly Plans	401	N/A
Pay-As-You-Go & 7 Day Plan	38,394	N/A
Revenue		
Total Revenue	$15,599.69	$6,668.87
Maintenance/Customer Service Activity		
Total CS Cases Created	60	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	5	108
Monthly	44	267
Annual	0	134
Other	3	90
Pay as You Go	1,160	38,269
7 Day Pass	82	125
Total	**1,294**	**38,993**

Trips

Table 3: Cumulative Trips Per Day of the Week - May (Tempe Only)

M	T	W	Th	F	Sa	Su
206	162	187	161	217	345	320

Table 4: Trip Initiation Method (Tempe Only)

Mobile	560
Keypad (manually entered)	1,000
Keypad RFID Card	2
Website	31

Table 5: Trips

	May (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,821	14,037	1,598	7,120
Total Miles Ridden	8,927	40,020	5,357	22,573
Avg Trip Distance	2.9	2.8	3.4	3.1
Avg Trip Time	1:04:54	49:24	1:12:24	1:02:44
Avg Weekday Trips	79	80.8	41	40.2
Avg Weekend Day Trips	232	166.8	83	64.6
Holds	100	785	n/a	n/a
Ended out of Hub	733	3,204	481	2,031
Ended out of System Area	41	147	16	76

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,855	66%	7,548	54%
7 Day Pass	266	9%	1,452	10%
Annual	117	4%	1,044	7%
Monthly	336	11%	1,515	11%
Student	96	3%	1,614	12%
Other	151	5%	864	6%
TOTAL	**2,821**		**14,037**	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	May Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,157	72%	4,116	58%
7 Day Pass	156	10%	874	12%
Annual	100	7%	532	7%
Monthly	87	5%	488	6%
Student	90	6%	1,089	15%
Other	8	<1%	21	<1%
TOTAL	**1,598**		**7,120**	

Sunday May 3rd was the highest day for regional ridership with a total of 152 trips taken. For trips originating in the Tempe service area, Saturday May 3rd was the top day for ridership with 91 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	472	P102 1st St / Buchanan	2
T29 Tempe Town Lake Marina	393	T07 Smith-Martin / Apache Blvd	2
T17 Tempe Beach Park	332	ASU Coor Hall - S Forest Mall (Virtual Hub)	2
T18 Neil Giuliano Park	201	P119 Grant St / 3rd St.	1
P106: 1st St / Washington St	131	P141 Phoenix College	0
P129 5th St / Roosevelt St	119	T23 Escalante Center	0
T19 Kiwanis Park	94	P176 Buckeye Rd / 13th St	0
P146 4th Ave / Clarendon Ave	85	ASU Hayden Library - Cady Mall (Virtual Hub)	0
T02 3rd St / Mill Ave	84	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P118 Encanto Park (Enchanted Island)	82	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0

Table 9: Tempe Station Performance
Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	233	239	472	0	9.35
T29 Tempe Town Lake Marina	9	191	202	393	0	8.3
T17 Tempe Beach Park	25	162	170	332	0.32	0
T18 Neil Giuliano Park	15	86	115	201	0.09	0
T19 Kiwanis Park	15	46	48	94	0	0
T02 3rd St / Mill Ave	9	39	45	84	0	0
T24 Westside Center	10	37	43	80	0	0
T30 Evelyn Hallman Park	8	35	36	71	0	0
T31 5th St / Mill Ave	15	37	30	67	0	2.57
T11 University Dr / Mill Ave	20	30	34	64	0	0
T26 ASU Memorial Union	25	28	32	60	0	0
T28 Rio Salado Pkwy / Mill Ave	15	27	31	58	0	0.15
T27 McAllister Ave / Apache Blvd	25	26	31	57	0	0
T09 Washington St / Center Pkwy	9	26	25	51	0	0
T05 McClintock Dr / Apache Blvd	15	17	22	39	0	21.91
T03 Rural Rd / Terrace Rd	11	16	18	34	0	0
T32 North Tempe Multigen Center	15	15	14	29	0	0
T16 Apache Blvd / Rural Rd	10	14	15	29	0	0
T14 College Ave / University Dr	15	14	13	27	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	13	11	24	0	0
T08 Apache Blvd / Price Rd	25	6	11	17	0	0
T01 5th St / Forest Ave	10	6	11	17	0	0
T15 8th St / Dorsey Ln	10	7	8	15	0	0
T04 Apache Blvd / Dorsey Ln	10	5	7	12	0	0
T25 University Dr. / ASU Student Housing	15	4	5	9	0	0
T13 College Ave / Apache Blvd	25	4	5	9	0	0
T21 Forest Ave/ Lemon St. (Gammage)	10	4	4	8	0	0
T12 Rural Rd / Southern Ave	20	2	6	8	0	0
T10 Washington St / Priest Dr	10	3	4	7	0	0
T22 Baseline Rd / Priest Dr	10	1	2	3	0	0
T07 Smith-Martin / Apache Blvd	10	0	2	2	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	1	1	2	0	0
T23 Escalante Center	10	0	0	0	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	357,080	1,597,800	214,280	902,920
Carbon Offset	7,856 lbs	35,218 lbs	4,714 lbs	19,865 lbs

Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.
Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	677	190
Bikes inspected in field	721	209
Bicycles repaired	98	28
Average bike repair time	70 min	50min
Bikes lost or stolen this month	10	7
Graffiti Cleaned	3	0

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	May	YTD
1	Other	271	1,454
2	Seat	16	51
3	Shifting/Pedaling	11	37
4	Lock	56	199
5	Keypad	84	314
6	Brakes	12	37
7	Flat Tire	56	223
8	Lighting	13	37
9	Frame	5	24
	Total	**524**	**2,376**

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in May was Member Inquiries.

Reason For Contact	May Created Cases (Full System)	YTD
Member Inquiries	20	100
Billing	3	19
Account Management	2	21
Bike Issue	1	26
Charges	14	100
General Education	9	43
Operations	8	57
Sign Up	2	2
Hub Request	0	0
Partnerships	1	6
New Program Request	0	0
Total CS Cases Created	**60**	**387**

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	39 sec
Avg duration of call	4:24 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	$3,690.00	24%	N/A
Ride Fees	$10,846.69	70%	$6,074.15
Out of Hub Fees	$1,136.00	7%	$692.16
Out of System Area Fees	$100.00	>1%	N/A
Rider Bonuses Given	-$174.00	-1%	-$97.44
TOTAL	**$15,598.69**		**$6,668.87**

Data has not been audited and is only to be used as an approximation of Gross Revenue
*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.
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Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2909 (+85)	221
Twitter	1560 (-2)	3540
Instagram	132 (+2)	557

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Weather

Table 19 (Source: **www.wunderground.com**)

MAY	high	low	avg	Precip. sum
1	100	71	87.4	0
2	98	72	86.3	0
3	96	71	85.2	0
4	98	70	85.3	0
5	101	74	88.4	0
6	105	74	90.8	0
7	105	73	90.8	0
8	104	75	91.1	0
9	100	78	90.3	0
10	100	82	88.1	0
11	98	76	88	0
12	94	73	84.5	0
13	89	72	80.3	0
14	89	69	80.7	0
15	93	71	83.1	0
16	98	72	86.4	0
17	101	75	89.2	0
18	99	74	88.1	0
19	90	73	81.5	0
20	84	64	76.1	0
21	92	65	79.7	0
22	93	67	82.1	0
23	92	71	82.9	0
24	93	72	83.7	0
25	97	71	85.5	0
26	102	75	89.2	0
27	106	75	92.8	0
28	109	82	96.3	0
29	111	82	98	0
30	111	87	98.2	0
31	106	84	95.8	0